



MINUTES

Wednesday, August 10, 2005

8:30 a.m. – 10:30 a.m.

Missouri Department of Transportation, Creek Trail Drive

The August 10, 2005 meeting was called to order at 8:30 a.m. by Co-Chair Micki Knudsen.

Agenda Items

State Library Resources – Cindy Bassett, Missouri State Library*

Cindy gave an overview of the information resources available to state employees through the Missouri State Library Reference Services Division. Cindy would like a contact person in each agency to fill out the survey, which she handed out. She supplied everyone with brochures to send out to their employees or to put into their new employee orientation packets. Cindy stated that she sets up training sessions with whoever contacts her to fill their specific needs. Micki suggested trying to get some people out of each agency to go to a session.

Action Item 1 for SHRMC Participants: Please let Micki Knudsen know by September 9 whether you approve of being the contact for your agency to distribute the survey Cindy Bassett discussed at the meeting. You would be the primary contact for distribution of the survey to employees in your agency. Cindy will work with you on an individual basis to determine a distribution plan specific to your agency.

Action Item 2 for SHRMC Participants: Please forward to Micki Knudsen by September 23, the names of any employees in your agency that are interested in attending a general training session on the State Library Resources available. The names will be forwarded to Cindy Bassett, who can then arrange for a general training session for a cross section of state employees.

GreatHires.org – Mike Waltman, DED, Division of Workforce Development*

Mike provided a presentation on GreatHires.org, which replaces the MoWorks website. He asked that state agencies provide him with feedback on the new website. All agencies are encouraged to use the website. Agencies are also encouraged to provide feedback on how the site can be improved for the benefit of job seekers and employers.

Annual Leave Sweep – Micki Knudsen, MoDOT

Micki met with MoDOT's Senior Management Team (SMT) in July. She related to them the feedback from other state agencies regarding changing the Annual Leave Sweep date. The SMT asked Micki to pursue changing the date. MoDOT will plan to request time on an upcoming PAB agenda to seek consideration of a proposed change in the rule.

SAM II Update – Jan Heckemeyer, Office of Administration

Jan stated there are three vendors coming to demonstrate Financial and HR software to determine if we want to upgrade to the next version of the CGI-AMS Advantage software or go out for bids to replace SAM II. The names and dates for these three vendor demos are SAP, September 7; PeopleSoft, September 12; and CGI-AMS, September 20. From 8:00 a.m. to 12:00 p.m. will be the Financial portion and from 1:00 p.m. to 5:00 p.m. will consist of the HR/Payroll portion. On August 23, Jan sent out a schedule with specific times, locations, and who the vendors are. She plans to send out software product information from the vendors before the sessions. OA gave the vendors specific information so they can tailor their presentation to our needs. After attending the sessions, Jan would like feedback from everyone. The target date for the upgrade/replacement depends on if OA goes out for bids (likely an FY '08 budget request) or upgrades with CGI-AMS (likely an FY '07 budget request).

OA Update – Gary Fogelbach, Office of Administration

A letter will be going out to impacted agencies regarding the overtime law with an interpretation of the law. There may also be proposed changes to clarify the language in the statute in the upcoming legislative session. A question was asked if the rumors were true regarding flextime and the dress code. It was acknowledged that a dress code was being discussed, but had not been distributed. Shortly after the SHRMC meeting, OA issued a dress code policy for OA employees. Other agencies have done so as well; however, to date this appears to be an issue that is being handled on an agency specific basis. Gary was not aware of any discussion regarding flextime.

Next SHRMC Meeting: September 14, 2005, 8:30 a.m.

Location: MoDOT, 1320 Creek Trail Drive, Conference Room I-70

Meeting adjourned.

***THE HANDOUTS AND PRESENTATIONS FOR THESE TOPICS ARE BELOW.**

**Office of the Secretary of State
Robin Carnahan**

**Missouri State Library
Reference Services**

<http://www.sos.mo.gov/library/reference/>

573-751-3615

**What does the Reference
Services Division of the State
Library do?**

- The mission of the Reference Services Division of the State Library is to provide direct library and information service in support of Missouri state government.
- Therefore, we are here to help you!

Information Resources

**What information resources can
the Missouri State Library offer
your Department or Division?**

**Changing Approaches to
Information Delivery**

- The Reference Services Division recognizes that state employees are increasingly required to provide public services with fewer resources. This means that few state employees have the luxury of time to come to the library to do necessary research. In response to this situation, we have increasingly changed the delivery of services and information from print to electronic. This means that many of the resources we now offer can be searched online from our web page or provided to the state employee from their desktop.

Items Available Electronically

- New collection of eBooks
- Selected reference books available electronically
- Fulltext journal articles available online
- Newspaper articles
- Print books from around the state can be requested electronically delivered to the state employee's office

Information Resources

- Library Services --
 - Current Awareness
 - Research Assistance
- Electronic Resources
- Print Resources



Library Service – Current Awareness and Research Services

Current Awareness Tools

- ✱ Keeping Up
- ✱ Table of Contents
- ✱ Info-To-Go

Keeping Up

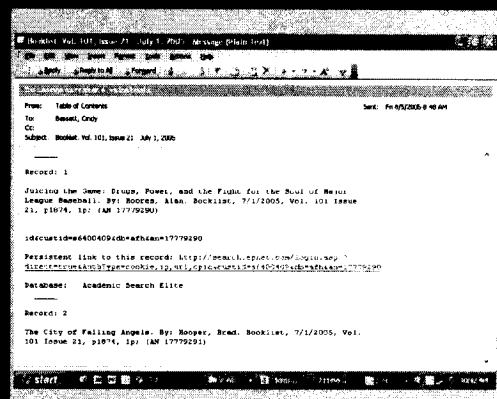
- ✱ Missouri newspapers clipped daily and delivered electronically by Reference Services for legislators, elected officials, and state agencies.
- ✱ Offers a timely, focused, non-partisan compilation of articles relevant to the interests of Missouri state government.

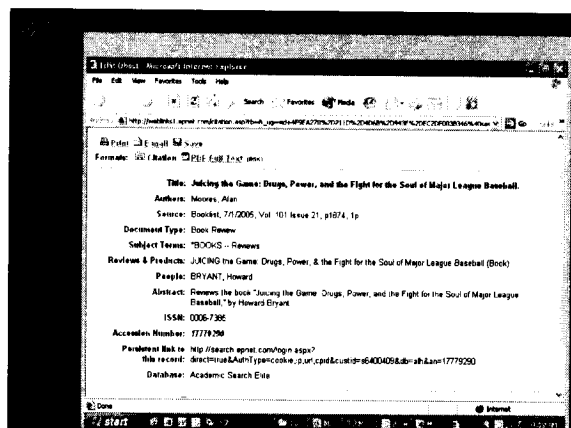
The Back Page

- ✱ The very last page of each issue of Keeping Up is dedicated to information about library resources available to state employees.
- ✱ Check here to learn about new databases, new books, useful web pages, and key library services.

Table of Contents

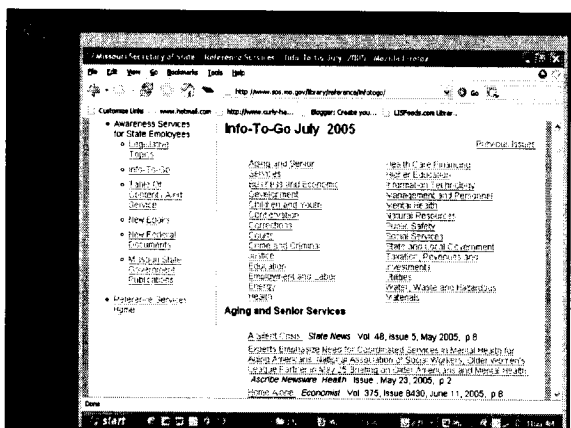
- ✱ Receive an electronic copy of the table of contents from your trusted journals.
- ✱ Choose from a long list of journals that are available online full text.
- ✱ You'll receive links to the full text articles at your desktop.
- ✱ Subscribe online at <http://www.sos.mo.gov/library/reference/subscriber/>





Info-To-Go

- Monthly current awareness bibliography of journal articles of interest to state employees.
- Available on the web with links to full-text articles.
- Articles are grouped together by topic.
- Topics include aging and the elderly, health, public safety, and much more!
- View past editions and subscribe online at <http://www.sos.mo.gov/library/reference/infotogo/>.



Research services

- Research Assistance
- Census Help
- On site training available

Research assistance

- The State Library offers research assistance by phone, email, or in person.
- Phone - 573-751-3615
- E-mail - libref@sosmail.state.mo.us

Census Help

- The State Library offers assistance to state employees in using current and historical Census products.
- We can help you find the statistics you are looking for!

On Site Training

- Reference staff is available to come to your office to do on site training of online State Library Resources.
- Training can be an overview of Library services or can be in-depth on a particular topic.

Training Responses

- Since the training program was instituted in Fall 2003, I have trained over 500 state employees on the use of library materials.
- Responses to training:
 - Wonderful- I had no idea these resources were available. (DHSS)
 - Access (to information) is most important – trying to find the information we need when it is in demand. This will help. (DED)

Electronic Resources

Databases

<http://www.sos.mo.gov/library/reference/databases.asp>

- Missouri State Library subscribes to a number of databases that contain citations for journal articles. Many databases also contain complete full-text articles.
- You can use the databases to find articles on a topic, browse journal contents, or to find a specific article.

BNA- Human Resources Library

- A database specifically designed for Human Resource managers, BNA offers a wealth of information on HR policy, law and regulations for each state.
- Limited access is available – contact Reference Services if you want specific information or think you would be able to utilize a dedicated log-in.

Looking for a specific article?

- Use our E-Journal Finder to see if the library subscribes to a database that includes the article in full text.

The E-Journal Finder can be found at:
<http://www.sos.mo.gov/library/reference/journals>

Article Linker

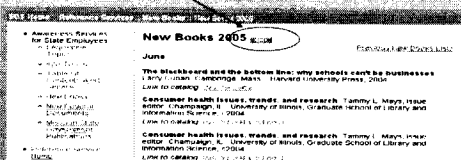
- This service allows users searching one database to find an article in full text in another Reference Services database.
- This functionality will soon be available through the State Library catalog as well.

Coming Soon – Proxy Server

- The Reference Services Division recently purchased software that will make it easier for state employees to access electronic databases, even when not using their computer at work. A proxy server will allow state employees to log in to a database while out in the field or from their homes. We are awaiting receipt of the software and should have it installed soon!

RSS feed for New Books List

Our new RSS feed allows state employees to receive notification whenever new books are added to our list.



Print Resources

Print Collection of MOSL

- The print collection of the Missouri State Library consists of reference and circulating materials on a variety of topics, but focusing most heavily in the social sciences in areas such as management and policy.
- State and Federal Publications

How do I get a library card?

- Fill out the application. An online application is available on our website at <http://www.sos.mo.gov/library/reference/catalog/>.
- Submit with copy of state ID.
- We will send your library card to you through Inter-Agency mail.

Online Catalogs

The Missouri State Library has its own online catalog located at <http://arthur.missouri.edu/search~S6>

Use this catalog to find books or state and federal documents in our library.

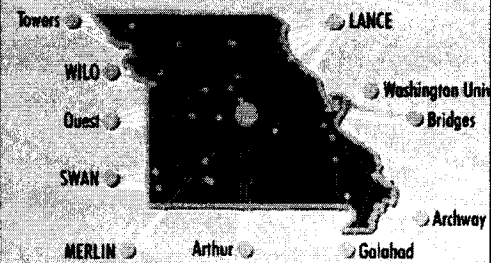
What is Arthur?

- Arthur is a group of 6 mid-Missouri academic libraries who share a common catalog.
- Missouri State Library is a part of Arthur.
- You may request books from other libraries in Arthur. Search for them at <http://arthur.missouri.edu/>.

What is MOBIUS?

- MOBIUS is a consortium of over 50 academic, public and special libraries in the state of Missouri.
- Missouri State Library is a member of MOBIUS.
- As a state employee, you may request and check out work-related items from member libraries from all over the state.
- The State Library can send these items right to your desk through Inter-Agency Mail.
- Search the MOBIUS catalog at <http://mobius.missouri.edu/search/>

MOBIUS Map



Pick Up Anywhere

- State employees have great flexibility about how to receive books requested through Arthur and MOBIUS:
 - Have them delivered to your office (Interagency Mail or Post Office)
 - Pick up at a local MOBIUS Library (MOBIUS requests only)
 - Pick up at Missouri State Library

Recommending a book

- Library users occasionally wish to recommend a book or resource for our collection. If you know of a title that you believe the library should acquire, fill out our online Recommendation form at: <http://www.sos.mo.gov/library/reference/recommend.asp>
- We're interested in your perspective!

Interlibrary Loan

- If all else fails, we can request a journal or newspaper article for you from another library. You can access this service online at

http://www.sos.mo.gov/library/reference/abt_ill.asp

Or, you may call us with the citation information (573-751-3615), or email your request to libref@sosmail.state.mo.us

Topics of Discussion for SHRMC

- Library Survey
- Establishing connections between the library and each agency
 - Membership Directory for SHRMC
 - Naming contact person for agency

BNA- Human Resource Library

www.bna.com

Log in is limited. Check with Cindy Bassett (cindy.bassett@sos.mo.gov) or Jason Stirnaman (jason.stirnaman@sos.mo.gov) for information about obtaining or accessing a log in.

Overview (provided by BNA)

See the site map for links to each section of BNA:

<http://hrlibrary.bna.com/hrlw/sitemap/sitemap.adp>

BNA's Human Resources Library provides HR professionals, consultants, and attorneys practical, comprehensive, and timely coverage of workplace issues. HR Library explains federal and state compliance requirements; summarizes key state laws and regulations; analyzes compensation and benefits, EEO, employee relations, organizational development, safety and health, and staffing issues; and gives tips on writing and implementing work rules and policies.

Updated frequently by BNA's HR-expert editors and reporters, the Library consists of detailed reference information, software tools, and research aids. Special features include:

- *HR Topic Navigator*

Makes it easy to find all types of coverage on particular topics by navigating from a broad category of HR management to a specific HR topic of interest.

- *HR Guides*

Supplies in-depth and practical guidance on complying with employment laws, designing HR programs and policies, and managing employees from hiring to termination. Specialized coverage includes a grievance guide for HR professionals operating in unionized workplaces and a section discussing international HR issues. A helpful glossary defines common HR terminology.

- *State Requirements*

Provides at-a-glance state comparison charts and in-depth summaries of state laws, organized by topic area.

- *HR Fast Answers*

Consists of concise answers to hundreds of questions faced every day by HR practitioners.

- *Cost Control Guide*

Includes strategies and techniques for controlling costs in the HR department, compensation and benefits, 401(k) plans, and training and development.

- *HR Policy Handbook/Model Policies*

Features a guide to creating HR policy handbooks, along with a wealth of model policies and administrative forms that HR managers can easily adapt for their own use.

- *Forms and Posters*

Includes government-mandated reporting forms, notices, and posters for the workplace.

- *BNA Surveys*

Provides BNA's exclusive surveys of HR professionals, capturing the latest HR trends, programs, and practices, with findings reported by industry, organization size, and region.

- *News & Reports*

Provides weekly coverage of the latest HR developments and trends in the Bulletin to Management newsletter, plus special reports on HR conferences and emerging issues of interest.

- *Government Source*

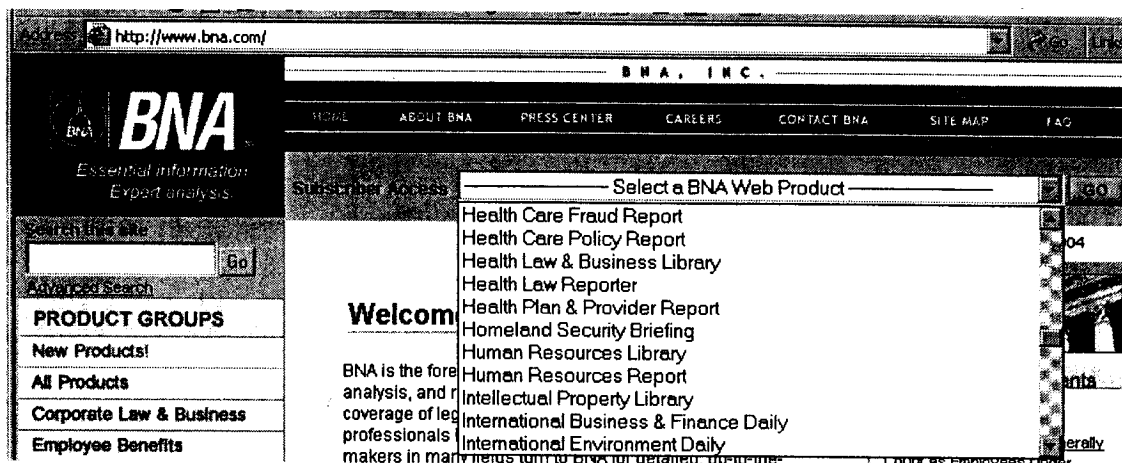
Provides full text of selected federal employment laws—including ERISA—and related employment regulations; the complete Internal Revenue Code and tax regulations; plus selected guidance materials and opinion letters from federal agencies.

- *Custom Job Descriptions*

Features custom job descriptions that can be tailored to an organization's business needs.

Accessing BNA – Human Resources Library

1. Obtain log in information from Reference Services Division. In the Secretary of State's Human Resources Division, Jerri Snodgrass holds the username and password that is available to that division. It is available for use for anyone in that division or you may contact a reference librarian to search for information for you.
2. Enter the web page at www.bna.com.
3. At the main page, scroll through the drop down menu labeled "Select a BNA Web Product" until you see Human Resources Library. Click on it to highlight it and click "Go" button.



4. When presented with the "Enter Network Password" box, enter the username and password you've been given.

Searching Human Resources Library

There are many ways in which to find information in the database. One of the first visible and most easily accessible is through the HR Topic Navigator. Topics included are:

- | | |
|----------------------------------|--------------------------------|
| ➤ Benefits | ➤ Payroll |
| ➤ Compensation | ➤ Productivity and Performance |
| ➤ Hiring | ➤ Recordkeeping and Reporting |
| ➤ Human Resources Administration | ➤ Safety, Health, and Security |
| ➤ International Human Resource | ➤ Termination |

- Labor Relations
- Nondiscrimination and Diversity
- Organizational Development and Strategic Planning
- Training and Workforce Dev.
- Work Rules and Employee Conduct

Topics may be accessed by clicking on the topic or by using the alphabet bar located below the topic listing. If you click on the topic bar, a break down of the subtopics included in that area will appear when the page loads. Select a subtopic by clicking on it or by clicking on the Plus sign next to the subtopic. The page will refresh again and the final breakdown of information will be shown. Some areas have a small symbol next to them. These indicate that the editors of the sources feel that most detailed coverage on the topic exists in that link.

Also available is a means of searching for information specific to one or more states. To do this, scroll down on the main page to the “States” box.

Choose one or more states and then choose either a topic to be searched and/or a keyword to be searched. All results will pertain specifically to the states you have chosen.\

Besides clicking on the parts of the database that you would like to see, users may search using the search box at the top or by clicking on the “Advanced Search” link. Both provide the same information, but the Advanced Search allows the user to concentrate a search in different parts of the database. In the advanced search, any parts that are not accessible through our subscription are grayed out.

Search Operators and Examples (provided by BNA)

AND (or a blank space)

Enter two or more words with and between the words to get results including all the words entered. You get the same results if you separate the words with spaces.

Note: The ampersand symbol (&) is not a search operator. It is searched as a character.

Example:

annual quarterly

annual and quarterly

OR (or a vertical bar, |)

Enter two or more words with or between the words to get results including any of the words entered. You get the same results if you separate the words with a vertical bar, |.

Example:

immoral or scandalous

immoral | scandalous

NOT (or an exclamation mark, !)

Enter two words separated by not to get results including the first word but not the second. You get the same results if you separate the words with an exclamation mark, !.

Example:

compensation not executive

compensation ! executive

NEAR (proximity searching)

Enter two words or phrases with near between the words to get results where the two words or phrases are within 100 words of each other. It does not matter which word appears first.

Example:

employ near lawyer

Phrase Searching

Enter a phrase in quotation marks to get results including the exact phrase.

Example:

"taxable benefit"

Wildcards

* An asterisk replaces zero or more characters to get results with all words that include the given root.

smok* gets you smoke, smoker, smoking

? A question mark replaces only one character to get results with all words that include the given root.

wom?n gets you woman, women

Phrase searching and wildcards can be used in and, or, not, and near searches.

The search function is not case-sensitive. For example, searches for work, Work, and WoRk all yield the same results.

Missouri State Library- Reference Services Division

Greetings,

The mission of the Reference Services Division of the Missouri State Library is to deliver research services to meet the job-related information needs of state government personnel and legislators. Your thoughtful responses will help us improve the quality of our service to state employees. Your responses to this survey will remain confidential.

Should you have any additional questions surrounding the survey or the services the Reference Services Division offers, please do not hesitate to contact us at:

Reference Services Division
Missouri State Library
600 West Main Street
PO Box 387
Jefferson City, MO 65102
(573) 751-3615
libref@sos.mo.gov

Thank you for your time and consideration,

**Linda Harris, Director
Reference Services**

In order to determine who our users are, please let us know where you work
Department: _____ Division: _____

How often do you use any service of the Reference Services Division?

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ A few times per year
- ☐ Less than once per year
- ☐ Never

Do any of the following prevent or limit your use of the library? You may select more than one.

- ☐ I am not aware of services or resources available
- ☐ I do not know how to use library resources
- ☐ Work related materials I want are not available from the Missouri State Library
- ☐ Library is located too far from my office
- ☐ I am not able to access online resources from my office due to network restrictions

Other reasons (please specify): _____

Click on the title of each service to be guided to more information about the service.

[illegible]

numbers and quotations									
▪ Provide training on the use of library resources									
▪ Provide information on federal and state legislation									
▪ Supply specific books, articles, or government documents									
▪ Borrow work-related materials through interlibrary loan									
Collections									
▪ Electronic Databases									
▪ Federal Government Documents									
▪ Missouri State Government Publications									
▪ Book Collection (including MOBIUS)									
▪ Print Journals and Newspapers									

Overall, how adequate are the State Library's resources in meeting information needs specific to your job?

- ☐ Very Satisfactory
 ☐ Satisfactory
 ☐ Neutral or Don't Know
 ☐ Unsatisfactory
 ☐ Very Unsatisfactory

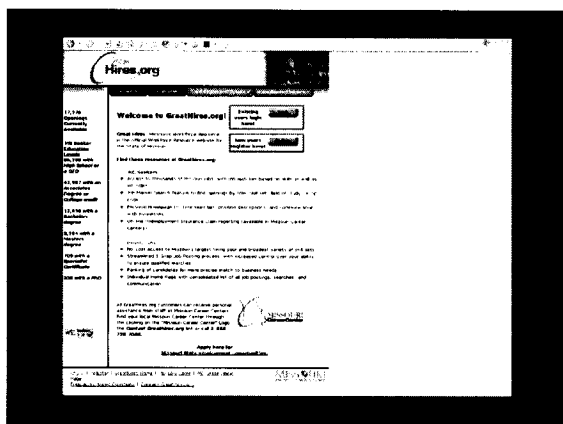
Are there any services or products not currently available at the State Library that you would like to have?

If you would like us to contact you regarding library services or any questions or problems you might have, please provide us with your contact information. ***This information will not be used in any other way.***



Stats

- Averages about 8.5 M hits per month
- About 250,000 visits (unique)
- Averages about 20,000 open job orders



Brand awareness

- The act of creating public awareness of a specific brand in order to maximize its recognition. Successful brand awareness strategies should define a company's uniqueness and set it apart from competitors.

First phase: Increase general awareness and 'Position ourselves'

- Phase 1: July 04-June 05
- Pamphlets, posters, billboards, radio ads
- Visits to colleges, temp agencies, business groups.

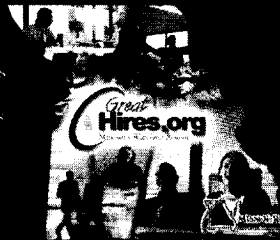
Co-Branding When Two Brands are Better than One

Co-branding is the strategy of combining two brands in an integrated marketing approach. It is an increasingly important tool for generating value. It can be an asset in nearly all aspects of marketing, from creating initial awareness to building loyalty.

- **Promotional/sponsorship co-branding** - Two entities jointly create and implement and coordinate each an experience or opportunity.
- **Ingredient co-branding** - In this type of partnership, branding is usually the company's current capabilities (trained buyers, turnkey services, offerings, and a well-established relationship) that is used to create a new brand or product to gain the other brand's distribution. An ingredient brand is successful when it is made distinct either through patent protection or by being a different brand than the other brand.



Here is a graphic that uses the co-branding approach of the workforce system's brands, while showcasing...?



Competitive Advantage

- A **competitive advantage** exists when the firm is able to deliver:
 - the same benefits as competitors, but at a lower cost, or
 - deliver benefits that exceed those of competing products.

Thus, a competitive advantage enables the firm to create superior value for its customers and superior profits for itself.

- **Comparative advertising:** An advertising appeal that consists of explicitly comparing one product brand to a competitive brand.

Phase 2:

- More on-line advertising
- More specific target markets
- Heavier emphasis on B2B—70%
- Research!
- Focusing on features

One primary feature: The Diversity of the Workforce labor pool



Focusing on Features

- **WorkKeys**
- Access to AEL/ESL services: AECAP
- Links to valuable business websites
- Workforce Resources: Hiring/Interviewing guides, advice from professional associations.
- What else..?

Increasing Brand Awareness

- **Market Penetration:** indicator of share of the market. Calculated as the ratio between the Total Used by A brand against the Total Used.
- **Missouri's Market Penetration Rates:** Total who hired with workforce system help over Total hired.

Successful Brand Building

- Means attracting, satisfying, and retaining business and job seeker customers,
- building relationships,
- conveying a consistent message that is meaningful, and
- reaching target customers segments.

GreatHires.org Redesign

- How can we design the site to attract more HR users?
- _____
- _____
- _____
- _____